



STRATEGY MAP 2026-2028



MISSION: To provide a path to healing and economic opportunity for women survivors of sex trafficking, prostitution, and addiction.



Vision: A community that supports and embraces women experiencing and exiting exploitation.



Values: Rooted in **love**, focused on **healing**, committed to **growth**—one woman at a time.

Strategic Priorities FY26-FY28

<p>CULTIVATE A RESILIENT CULTURE by promoting team unity, supporting staff well-being, and fostering professional growth.</p>	<p>DEVELOP A MODEL FOR TRAUMA-INFORMED WORKFORCE DEVELOPMENT, creating pathways to economic mobility for residents.</p>	<p>EXTEND IMPACT BEYOND GRADUATION by supporting women’s continued stability, recovery, and community connection.</p>	<p>INCREASE VISIBILITY, RESOURCES, AND COLLABORATION, advancing the organization’s long-term impact and sustainability.</p>
--	--	--	--

FY26 Key Initiatives

<p>Foster collaboration and shared ownership across all teams.</p>	<p>Evaluate the growth and role of the social enterprise within our workforce development pathway, balancing mission alignment and financial viability.</p>	<p>Define and develop strategies to maintain graduate connections, provide support, and reinforce belonging.</p>	<p>Develop an integrated marketing and communication strategy that connects the social enterprise to mission impact.</p>
<p>Improve the flow of communication between departments.</p>	<p>Expand opportunities for career assessment and skill-building to strengthen work readiness for internal and external employment.</p>	<p>Identify community partners that can provide wraparound, post-program services.</p>	<p>Deepen relationships with funders, faith communities, and civic leaders to expand organizational resources.</p>
<p>Assess staffing needs in alignment with strategic priorities to inform hiring decisions and determine use of space.</p>	<p>Strengthen partnerships to broaden education and job opportunities, especially for in-demand and higher-wage careers.</p>	<p>Create a structure to elevate the graduate voice in organizational decision-making.</p>	<p>Identify funding priorities and financial strategies that balance growth with long-term sustainability.</p>
<p>Explore and implement opportunities to evaluate and improve staff satisfaction.</p>	<p>Identify a leading-practice compensation structure for residents employed in the social enterprise to promote a more successful transition to independence.</p>		<p>Maintain and pursue recognized industry standards that validate and uphold the quality of our work.</p>

KPI Targets by FY28

- 10% increase in staff retention year over year
- Secure 5 new employer partners
- Maintain 3 mos. operating reserves
- Expand annual donor base by 5%
- Monthly outreach to 100% of grads
- Increase avg. contribution by 20%
- Achieve Gold Safe House Cert.